

5406 MYRTLE AVENUE  
RIDGEWOOD 27, N. Y.

The Hour is late —  
the time is short.

"The rapidity of change is now beyond our control." CHURCHILL

There is no time to lose!

## Launching Project "Survival Town"

— Contributions to the project will be listed and acknowledged —

### SURVIVAL TOWNS—

#### General Developing Company New Approach To Civil Defense

*Reprint from the Long Island Daily Advocate*

Ridgewood, N. Y.— The building of several thousand small survival towns as the most effective undertaking in behalf of civil defense has been proposed to the Government.

Julius Rose of General Development Company has outlined a plan that would rest essentially on public participation. The planned survival towns are believed to offer not only the best protections, but to be also practical on a business-like basis. Any tax consideration would, of course, be a tremendous boost to the whole project, Mr. Rose points out.

A brochure entitled "Act Now for Survival" lists the essential requirements of a plan for effective civil defense as follows:

1. It must be well-defined.
2. It must be widely understood.
3. It must be feasible and practical.
4. It must be operational at all times.
5. It must be on a national scale and of a wide scope, providing for public participation to the fullest desire of the individual and of any interested group.
6. It should provide for maximum safety to the greatest number of people.
7. It should provide for survival centers, or survival towns, which should be occupied at all times by elderly people and by others according to their own choice.
8. It should take into account the need for having on hand vast supplies of ready provisions in these towns.
9. It should envisage that these survival towns be run on a semi-communal basis by men of like faith, or conviction.
10. It should stipulate that these towns be always in readiness to offer hospitality to all and to the maximum of their capacity at the time of an exodus from the cities.

#### Of Practical Usefulness

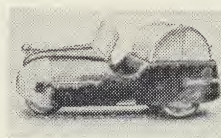
The survival town is so designed that it can also function as a motel, a summer resort, a place for retirement, as well as a children's and an old people's home. The Company has also developed a number of consumer items to be produced in these towns. Notable among these are two new-type lightweight cars, the Comet and the Marvel delivery-car, and a motor-wheel Featherlite, it's a motorcycle you ride in—not on.

#### Men's Fellowship Adopts Plan

The FELLOWSHIP of Christian Men of 5406 Myrtle Ave., Ridgewood, N. Y., has adopted the plan for implementation, and will make available to anyone interested, an annual progress report.

*These units will be built in the survival towns*

THREE POPULAR NEW MODELS:



COMET



MARVEL



FEATHERLITE

— DON'T TRUST THE BOMB ! —

# Calling Out a People!

before that great and terrible Day of the Lord

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*Launching Project "Survival Town"*

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For information or permanent listing send this card to:

FELLOWSHIP  
of Christian Men

(over)

54-06 MYRTLE AVE.  
Ridgewood 27, N. Y.

Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_

Please mark one:

☐ I enclose \$10. for permanent listing

☐ I enclose \$ 1. for handling